



CALTRANS NEWS RELEASE

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District: District 2 - Redding, www.caltrans2.info
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FOR IMMEDIATE RELEASE:

Caltrans “Slow For the Cone Zone” Targets New Drivers *Statewide campaign encourages teens to test their “Street Skills”*

Redding, Calif. – Caltrans has expanded its innovative and educational “Slow for the Cone Zone” efforts with a “Street Skills” campaign by encouraging new drivers to visit SlowForTheConeZone.com where they can learn about safe driving behaviors, watch online safety videos and take a safety quiz that will qualify them for a sweepstakes.

On-campus activities will take place at more than 40 high schools from September 16 through November 8 to alert teens about safe driving. “Street Skills” representatives will stage events during lunch hours and Friday night football games. **Representatives will be at Red Bluff High School during lunch and at West Valley High School for the West Valley vs. Shasta High School football game on Friday, September 19, 2008.** Laptops will be available on location so that teens can go to SlowfortheConeZone.com immediately to watch safety videos, take the quiz and enter the sweepstakes.

New drivers will have a chance to win their own 2009 Toyota Scion XB (donated by Clear Channel and upgraded with tires, wheels, and a high-end sound system!) and \$1,000, which may be used toward auto insurance (donated by campaign partner AAA). No state dollars are being used for the sweepstakes. The grand prize winner will be awarded these prizes at a press conference in December. AAA will also award roadside assistance memberships to 20 lucky runners-up!

Caltrans’ “Slow for the Cone Zone” campaign has taken increasingly innovative approaches this year to reach teens and young adult drivers (earlier this summer, it launched Slow Mo Films, an online entertainment community). It’s important for Caltrans to reach new drivers with safety messages while they’re still learning to drive, and through its pioneer efforts, Caltrans will surely speak the language of teens. Ultimately, Caltrans wants to remind teen drivers to drive safely in cone zones: slow down, watch for sudden stops or other drivers merging at the last minute and avoid distractions such as text messaging, eating or changing the radio station.

Funding for the “Slow for the Cone Zone” public education program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

Caltrans has sent educational materials to approximately 320 public high school drivers’ education teachers in California and 600 private driving schools. Kits include safety materials from other partners as well, including CHP, Office of Traffic Safety, MADD, DMV and AAA.

For more information or to enter the New Driver Sweepstakes, please visit www.SlowForTheConeZone.com.

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